



URBAN DESIGN COMMISSION APPLICATION CITY OF MADISON

This form may also be completed online at:
<http://www.cityofmadison.com/planning/documents/UDCApplication.pdf>

215 Martin Luther King Jr. Blvd; Room LL-100
PO Box 2985; Madison, Wisconsin 53701-2985
Phone: 608.266.4635 | Facsimile: 608.267.8739

Please complete all sections of the application, including the desired meeting date and the type of action requested.

Date Submitted: <u>Wednesday May 18, 2016</u>	<input type="checkbox"/> Informational Presentation
UDC Meeting Date: <u>Wednesday June 15, 2016</u>	<input checked="" type="checkbox"/> Initial Approval
Combined Schedule Plan Commission Date (if applicable): _____	<input type="checkbox"/> Final Approval

1. Project Address: 22 South Carroll Street
Project Title (if any): Park Hotel

2. This is an application for (Check all that apply to this UDC application):

- New Development
- Alteration to an Existing or Previously-Approved Development

A. Project Type:

- Project in an Urban Design District* (public hearing-\$300 fee)
- Project in the Downtown Core District (DC) or Urban Mixed-Use District (UMX) (\$150 fee, Minor Exterior Alterations)
- Suburban Employment Center (SEC) or Campus Institutional District (CI) or Employment Campus District (EC)
- Planned Development (PD)
 - General Development Plan (GDP)
 - Specific Implementation Plan (SIP)
- Planned Multi-Use Site or Planned Residential Complex

B. Signage:

- Comprehensive Design Review* (public hearing-\$300 fee)
- Street Graphics Variance* (public hearing-\$300 fee)
- Signage Exception(s) in an Urban Design District (public hearing-\$300 fee)

C. Other:

- Please specify: _____

3. Applicant, Agent & Property Owner Information:

Applicant Name: Sue Springman Company: The Mullins Group, llc
 Street Address: 401 N Carroll Street City/State: Madison WI Zip: 53703
 Telephone: (608) 285-8090 Fax: (608) 285-8085 Email: sue@mullinsgroup.com

Project Contact Person: Melissa Destree Company: Destree Design Architects, Inc.
 Street Address: 222 W. Washington Ave #310 City/State: Madison WI Zip: 53703
 Telephone: (608) 268-1499 Fax: () Email: melissa@destreearchitects.com

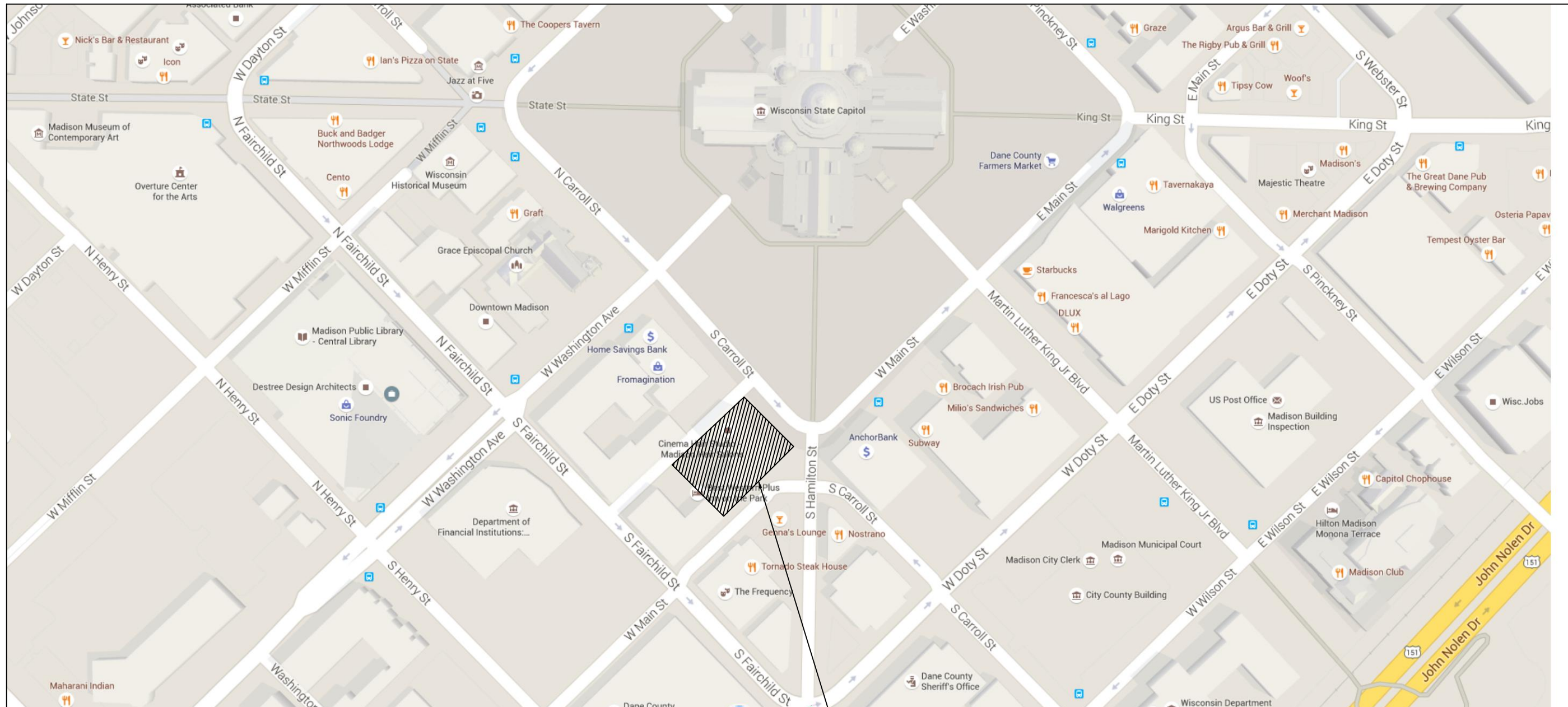
Project Owner (if not applicant): Park Hotel, Inc. City/State: Madison WI Zip: 53703
 Street Address: 22 South Carroll Street Email: _____
 Telephone: (608) 285-8090 Fax: (608) 285-8085

4. Applicant Declarations:

A. Prior to submitting this application, the applicant is required to discuss the proposed project with Urban Design Commission staff. This application was discussed with Al Martin on May 10, 2016.
(name of staff person) (date of meeting)

B. The applicant attests that all required materials are included in this submittal and understands that if any required information is not provided by the application deadline, the application will not be placed on an Urban Design Commission agenda for consideration.

Name of Applicant Melissa Destree Relationship to Property Architect
 Authorized Signature [Signature] Date 5.18.16



22 SOUTH CARROLL STREET

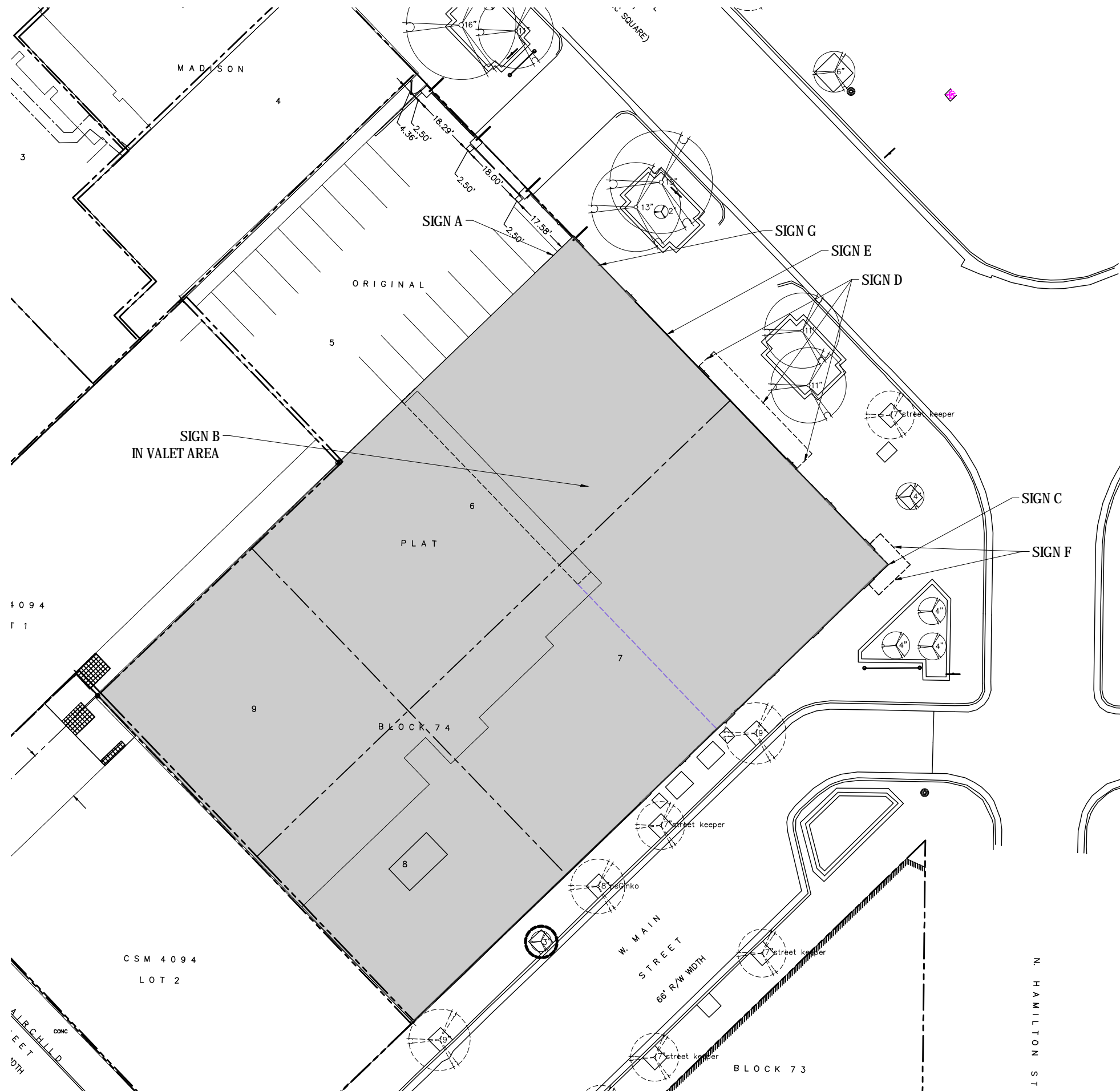
1 SITE LOCATION MAP
NTS

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**PARK HOTEL
 BUILDING RENOVATION
 22 SOUTH CARROLL STREET
 MADISON, WI**

PROJECT:	
NUMBER:	140918.00
DATE:	05/18/2016
ISSUANCES:	
SIGNAGE	05/18/2016
REV:	
SHEET:	

G300X

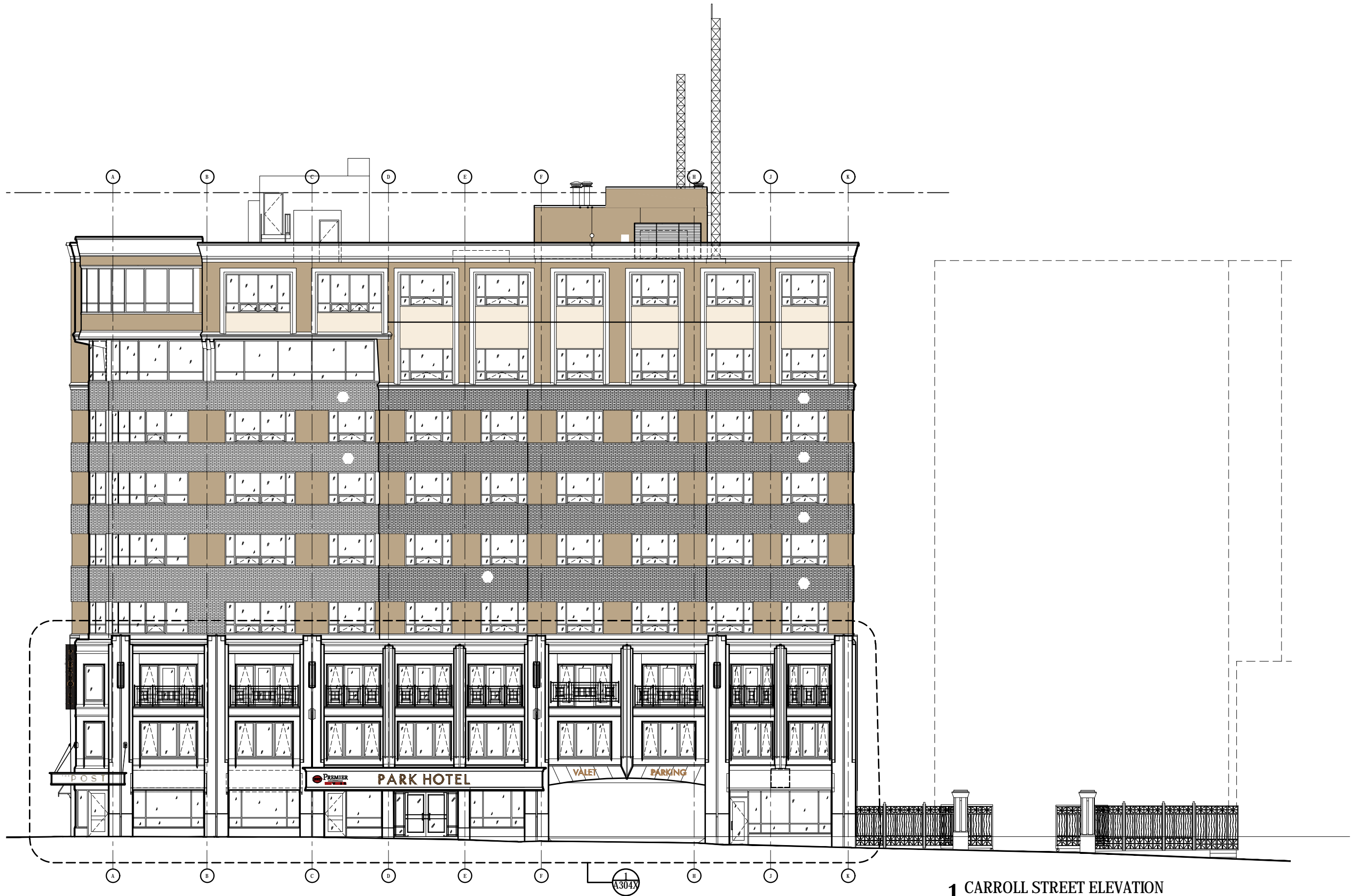


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REV:	
SHEET:	
AS100X	

1 SITE PLAN
 1/16" = 1'-0"

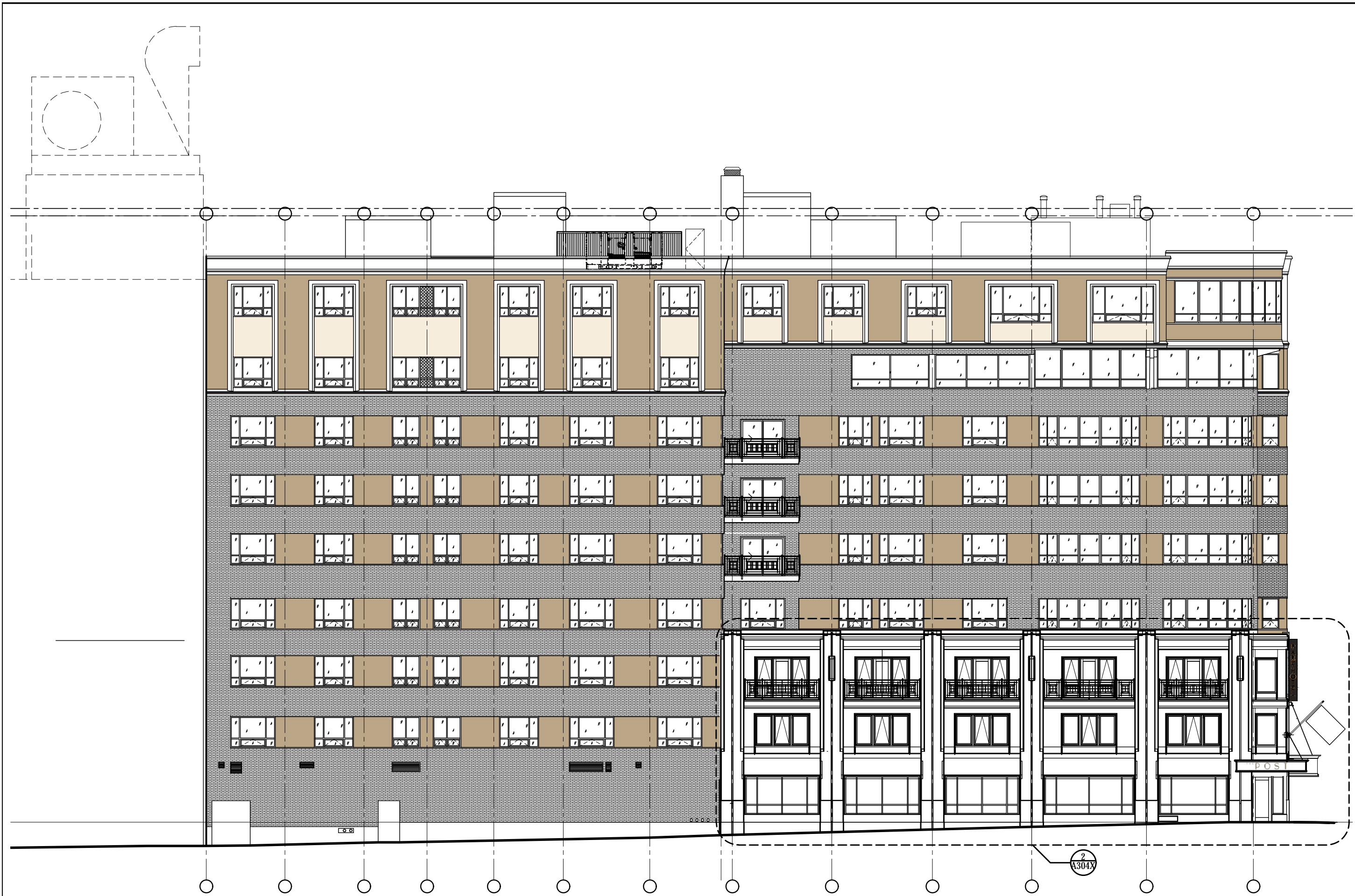


1 CARROLL STREET ELEVATION
 1/16" = 1'-0"

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A300X	



1 MAIN STREET ELEVATION
 1/16" = 1'-0"

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SHEET:	
A301X	



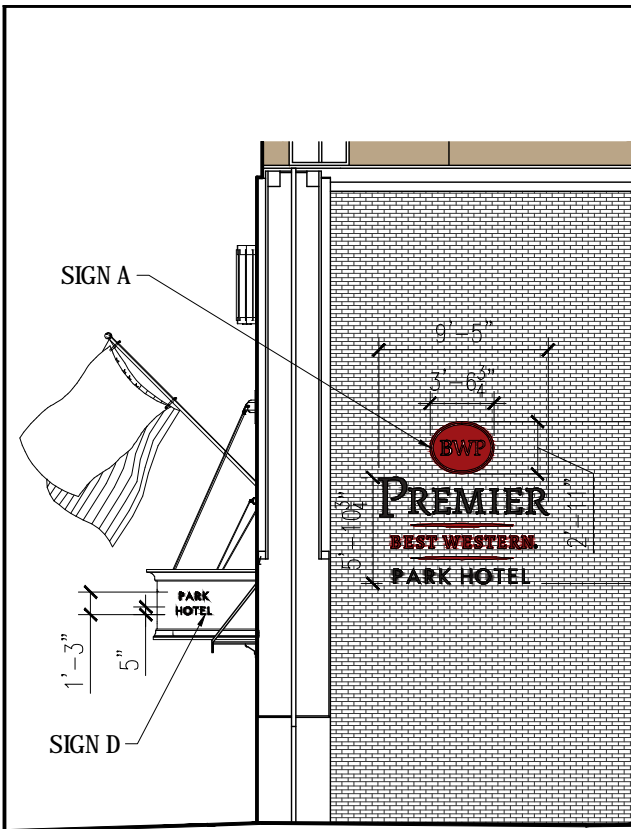
1 SIDE ELEVATION
1/16" = 1'-0"

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ISSUANCES:	
SIGNAGE	05/18/2016
REV:	

SHEET:
A302X



3 SIDE/PARKING LOT ENLARGED
ELEVATION (1ST THROUGH 3RD)
3/32" = 1'-0"



2 MAIN STREET ENLARGED
ELEVATION (1ST THROUGH 3RD)
3/32" = 1'-0"

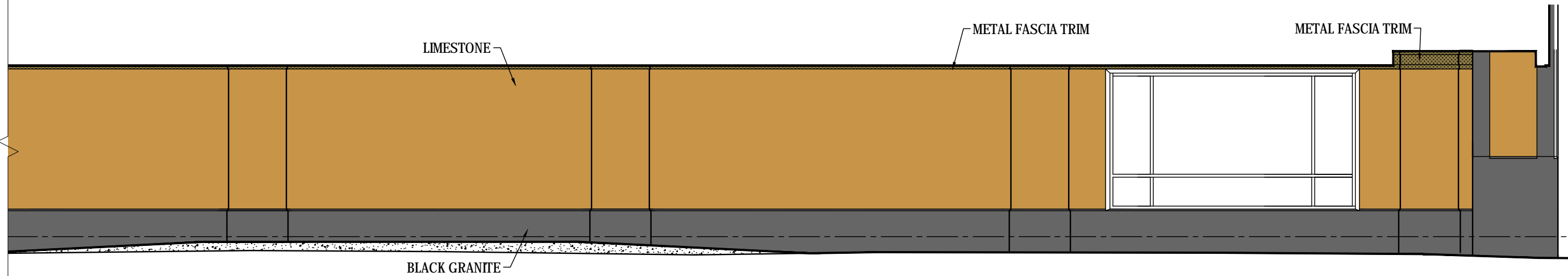


1 CARROLL STREET ENLARGED
ELEVATION (1ST THROUGH 3RD)
3/32" = 1'-0"

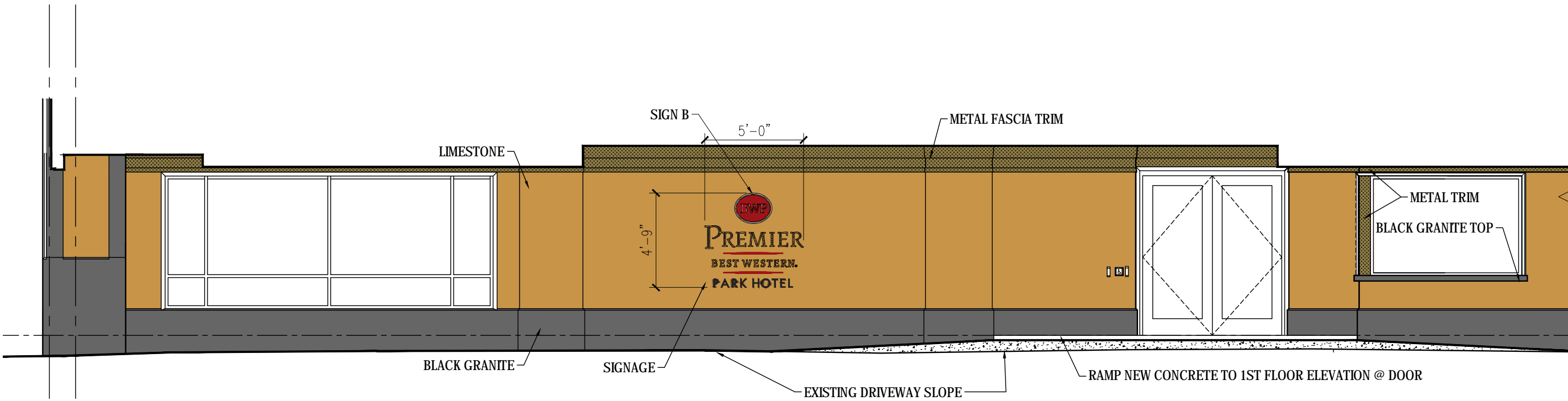
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ISSUANCES:	
SIGNAGE	05/18/2016
REV:	
SHEET:	
A304X	



2 VALET ELEVATION FACING SALON
 3/16" = 1'-0"



1 VALET ELEVATION FACING HOTEL
 3/16" = 1'-0"

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SIGNAGE	05/18/2015
REV:	

SHEET:
A306X



North Elevation – May 18, 2016



Carroll St – Marquee framing and Valet Entry



Restaurant Entry & Corner of Main, Hamilton and Carroll Streets – May 18, 2016



Restaurant Entry & Corner of Main, Hamilton and Carroll Streets

A

North Side of Building*

*Illuminated, Backlit, reverse channel letters
with channeled logo*

Red = CMYK (15-100-100-29)/
Dark Bronze (PMS 10381) or matching
anodized aluminum



* Local ordinance allows 31.8 sf.

* Comprehensive design request =
Due to the expanse of the brick wall
and transparency of the sign design,
we propose a single rectilinear area of 85 sf.
The individual rectilinear sign square footage
is 43.1 sf.

B

Valet Parking Wall Sign**

*Smaller scale version of same
layout for Valet Entrance wall but,
with metallic stand off dimensional letters.
Not illuminated. Will light with wall washers.*



** For information only. This is a non-regulated sign,
not visible from the public right way.

C ILLUMINATED BLADE* (Projecting) CORNER SIGN

- gold anodized channel letters (PMS 10121)w/ acrylic edge - lit (or similar)
- Font = Logo type
- anodized dark bronze (PMS 10381) box sign with brass anchor brackets

Sizing and extension will meet local ordinance.
 The signage addresses hotel guest approach on Hamilton Street as well as Main Street.
 16.5 sf

11'

18"



D ILLUMINATED MARQUEE SIGN*

- Centered Front** - Park logo type
 - gold anodized channel letters (PMS 10121) w/ acrylic edge - lit (or similar)
 - Font = Logo type

- Left front** - Premium Best Western logo
 - red = CMYK (15-100-100-29)
 - white

- Sides** - Park logo type, stacked, centered
 - anodized, dark bronze (PMS 10381) canopy w/ crown moulding fascia and coffered ceiling w/ recessed lighting suspended by 1" rod attached decorative brackets

- Local ordinance allows one sign element at 31.8 sf
- Comprehensive Design Review Request
 - Add 5" H letters of "PARK HOTEL" to sides of marquee to enhance pedestrian experience
 - Park Hotel & BWP logo will both be placed on marquee face to address BWP Brand Standards. Signs are offset. Total square footage is 10.5sf + 25.7sf = 36.7sf.

* See rendering for image and line drawings for specific size.

E VALET PARKING ENTRANCE SIGN*

- non-illuminated on Black Granite
- Font = Logo type
- gold anodized, (PMS 10121), cast aluminum pin letters

The size & sf of lettering is per local ordinance, no special request

F THE POST*

- Illuminated corner marquee on Main Street and Carroll Street
- Dark bronze marquee with punch through & Cream back-lit acrylic logo
 - Local ordinance allows 5.7 sf each face
 - Logo sizing is requested to be 5.95 sf for each face
 - Window graphic to be determined

G TENANT LOGO MARK ON AWNING*
as tenant signage



H 12" x 18" BRONZE WALL ENTRY PLACARD*

- Final logo to be determined*
- Non-illuminated bronze placard
- Mounted on stone adjacent to front entry door

* See rendering for image and line drawings for specific size.



C

PARK HOTEL

D

PREMIER PARK HOTEL

E

VALET PARKING

G

A

BWP
PREMIER
BEST WESTERN
PARK HOTEL

* Please refer to signage drawings for actual dimensions. Perspective and foreshortening in rendering can be misleading.

F

POST

H

B

CDR - SIGNAGE
05-18-2016



CDR - SIGNAGE
05-18-2016